

14 December 1972

MEMORANDUM FOR:

SUBJECT : Consumer evaluation of NIE and SNIE Publications

1. In his conversation with Andy Marshall on 13 December, Mr. Tweedy discussed our proposal that appropriate NSCIC Working Group members undertake to get questionnaires filled out evaluating NIEs and SNIEs as they are published. Mr. Tweedy has advised me that Andy agreed and that Mr. Tweedy told him we would get to work on a questionnaire and circulate a proposal and a draft for the consideration of the Working Group.

2. It is proposed that a Working Group meeting take place by 15 January 1973, providing the NSSM-69 paper is wrapped up, and perhaps one or more of the remaining crisis case studies.

3. With a 15 January meeting in mind we should have the NIE/ SNIE evaluation proposal ready for dissemination by the first of the year, and Mr. Tweedy probably will want time before then to review the project with John Huizenga.

4. Will you review the papers we prepared on this subject earlier, prepare a draft memorandum for Mr. Tweedy to send to the Working Group members, and a proposed questionnaire which the Working Group representatives of NSCIC principals would be responsible for filling out or having filled out. My memorandum to Mr. Tweedy of 12 December outlines a proposed approach on this project. My idea is that as each estimate is published PRG would get special distribution of copies to be sent, along with a copy of the questionnaire, to each appropriate Working Group member. The responses would be returned to PRG and this office would be responsible for preparing summaries and commentary for submission to the Working Group and to ONE.

5. It would be helpful to have your first cut by close of business Friday so we can work out what can be done before I leave Tuesday afternoon.

*Signed*

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Distribution:

Original - Adse.

✓ - PRG Chrono

Extract from MOR, 26 Oct 72, Subj: Meeting with Andrew Marshall re Working Group Projects and Related Matters, by

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6. NIE Survey proposal: Andy asked what was being done about the problem of obtaining improved consumer reactions and I described the proposal to involve the Working Group in evaluation of NIEs as they are published. I told him Dr. Proctor has indicated support for the project but that Mr. Huizenga had voiced objections. I said the proposal would be redrafted and should be ready for submission to Mr. Tweedy when he returns from the hospital. Andy said that he thought the NSCIC Working Group members would be willing to participate directly in such a project. Captain Pickett commented on the importance of proper drafting of the survey questionnaire to be used in eliciting responses and at my invitation he agreed to assist in preparing the questionnaire.

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